

CANADIAN MOVING PICTURE DIGEST

RAY LEWIS
Editor and Publisher

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"A Dead Giveaway"

AT Toronto, the Queen City of Showdom, 'Her Majesty' 22-K gold chinaware is the leading star of motion picture entertainment. 'Treasure o' Gold' may or may not be the same china, but it is as much advertised as 'Her Majesty's 22-K'.

The latest development is shop windows all around theatres, displaying the chinaware giveaways. We have been told that the shopkeeper gets the chinaware after so many weeks of display.

At one time there were pictures of motion picture stars which were placed in shop windows; with the shopkeeper glad to get a pass, or a window card which announced the big show.

We have talked a good deal about the giveaway, involving chinaware, ovenware, silverware, etc. Perhaps we are making a mountain out of a molehill; and as in the case of "all's fair in love and war", all's fair in theatre competition and the business of attracting theatre patrons.

The big industries have gone into show business to sell their product, and we show-people appear to have gone into merchandising commodities to sell entertainment. It is going to make showmen do a little thinking, for previously the producer-distributors did all the thinking by way of assembling big names for marquees, world famous titles for stories; and the services of a million dollar advertising and publicity as well as exploitation department to help sell the pictures to the public.

Now, the exhibitor forgets all about the showmanship angle, and closing up his press books, etc., he investigates the field of giveaways, advertises the giveaways, exploits the giveaways, with the pictures only the added attraction.

The public is now becoming educated in the matter of giveaways and follows the best grade of giveaways as advertised. Herein, there is certainly an admission of defeat for producer-distributors. The best stories, the best stars, the best directors, the best in quality by way of technical requirements, and the public follows giveaways. The best in theatre operation, free parking, smoking in the loges, air-conditioning, luxurious conveniences and most comfortable accommodations and the public follows giveaways.

What is happening to the picture Entertainment values? Is the public broke or losing interest? Vaudeville appears to be having a revival, and amateur shows, both drawing business. At least vaudeville is show business and it presents artists, players, stage folks, with a living ability to entertain.

The Dominion Bureau of Statistics in releasing its official figures for 1938 shows that for the fifth consecutive year theatre admissions and receipts have increased.

In 1938 the giveaway was still a modest adventure. Since 1938 we have had many new theatres with increased seating capacity. Nevertheless, all things considered there were 137,976,052 admissions to Canadian theatres with receipts showing a 3.5 percent increase over the previous year at \$33,635,052. The per capita expenditure on film entertainment is placed at \$3.02, which means a low cost to patrons. The expenditure varies throughout the Dominion: Ontario, \$4.07; British Columbia, \$4.81 and Prince Edward Island rated at \$1.20.

An editorial in the Sarnia Observer finishes with this challenging paragraph, "The outstanding accomplishment of the picture theatres seems to be that they are gaining increased patronage, which would suggest that their programs are meeting public approval. This must be encouraging to the Industry". Let us examine what Ray Presents has to say of picture appeal. It looks to her like a 'dead giveaway' of a fading public interest in pictures which needs a transfusion of picture-blood interest into the whole system if we are to survive.

—Editor.

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The Canadian Moving Picture Digest

Entered as Second Class Matter

RAY LEWIS - - - Editor and Publisher

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FETE TED GOULD

Winnipeg, Man. — Ted Gould, who leaves soon to take the position of Toronto Manager for Regal Films, will be much feted before his departure for that city. Associated with the moving picture business for the past 25 years, Ted will be guest of honour at functions tendered in his honour by the staff of Famous Players, and the Manitoba Motion Picture Exhibitors' Association.

MANAGERIAL CHANGES

Toronto, Ont. — Bob Eaves has been transferred back to his former managerial post at the Eglinton Theatre. Jack Purves, who has been managing The Eglinton for the past few months, goes back to his former assignment at the Oakwood Theatre. Don Kague, head usher at The Eglinton, has been promoted to the position of Assistant Manager at the Oakwood Theatre. Both theatres are Famous Player houses in North Toronto.

NEW WINDSOR HOUSE

Windsor, Ont. — Simon Meretsky has announced that a new moving picture theatre with a seating capacity of 750, will be erected on Ottawa Street near Moy Avenue, by Paramount Windsor Theatres (F.P.).

The theatre will have a balcony accommodating 150, where smoking will be permitted. Work will begin immediately.

EXPLAIN ITA REQUEST

Vancouver, B.C. — The Independent Theatre Owners' Association's request for authority to keep shows open Saturday evenings after midnight, was explained before City Council as simply for the purpose of allowing late-comers to see a complete program. They asked for the same consideration as cabaret owners, who are permitted to remain open until 2 a.m. Theatre owners said no patrons would be allowed to enter after 10 o'clock.

Regina Passes By-Law To Open Theatres On Sunday

PERMITS PATRIOTIC FUND ORGANIZATION SHOWS

Regina, Sask. — After a hot debate, a By-Law was passed by City Council which will permit the use of theatres on Sundays for concerts and entertainments during hitherto restricted hours but with restrictions as to the class of organizations which may stage such entertainments.

Two Clauses Killed

The By-Law did not pass in its original form. Two sections were deleted from the first draft. One of the clauses "killed" in the By-Law before passing, would have allowed the use of theatres by any organization providing entertainment for the armed forces. Another clause which was disallowed would have given the use of the theatres to any organization registered under the War Charities Act.

Open 8.30 p.m.

In its final form, the By-Law stipulates that theatres may open Sunday night after 8.30 p.m. for entertainments put on by branches or local organizations established under the Canadian Patriotic Fund Act, or by religious or bona fide educational organizations.

This latter stipulation is believed to provide an opening whereby The National Film Society, Regina Branch, may show pictures in theatres on Sunday evenings.

Permit Collection

A provision of the By-Law is that no admission fee may be charged. If any collection is taken up, the gross proceeds, after deducting costs of advertising and the rental of premises, must be turned over to some organization or association established under the Canadian Patriotic Fund Act. A statement of receipts and disbursements must be submitted to the City Comptroller for auditing purposes.

CHAMPION AT CAPITOL

Regina, Sask. — Recent attraction on the Capitol Theatre stage was Isabel Stillingfleet, British Empire apple packing champion, who demonstrated her ability at two matinees in conjunction with the campaign to encourage the use of Okanagan apples. Patrons at the matinees received free apples.

HOST DISABLED VETERANS

Regina, Sask. — Theatres are again admitting members of the Disabled Veterans' Association to afternoon matinees. Each theatre taking its turn to play host.

GRIFFIN THEATRES RESUME

MANAGEMENT AT WOODSTOCK

Woodstock, Ont. — The Griffin Theatre Company, owners of the Capitol Theatre here, has resumed the operation of this theatre which has been operated for the past few years by Famous Players, with E. J. Scandrett as local manager.

The Capitol, now under the Griffin management, will be managed by Peter Griffin, the grandson of John Griffin, the first motion picture theatre operator in Canada.

Mrs. O. McMaster is President of Griffin Theatre Company, owners of theatres at St. Catharines and Chatham, as well as the Capitol at Woodstock.

Policy of the theatre will be vaudeville on Thursday, Friday and Saturday of each week, and an Amateur Night every Wednesday, under direction of Ken Soble of Toronto. The building will be remodelled, a new front built and interior redecorated.

PERRY VISITS EXCHANGES

Winnipeg, Man. — Alf. Perry, General Manager for Empire-Universal, Toronto, is touring the chief distribution centres of Western Canada by airplane, calling on Branch Managers.

Frank Vaughan, divisional manager for the Pacific Coast territory, will be transferred from Vancouver to Winnipeg December 1st, to take the position of Manager of the Western Division.

GOOD SHOW BUSINESS

The personal appearances of stars is real showmanship. It should help to revive an interest in them and in their pictures. Follow the stars is still the best lead for picture business. In addition to the build up for new stars as reported, let the well-known stars tour a bit, also, it will reawaken an interest in them which has died out because of the few pictures in which they appear. Getting press interviews ready for them is a fairly good idea, and staying away from war discussions and politics is a necessary precaution.

"Ninotchka" Big Box Office In U.S.A. Looks Promising For Garbo Business In Canada

"STUDENTS!"

"ARE SINGING
SONG TITLES
BETTER THAN
SONG-SINGING
TITLES . .

OR
HOW MANY?"



THAT'S RIGHT
YOU'RE WRONG

**RKO RADIO SAYS
YOU'LL FIND OUT...WITH**

KAY KYSER

THE OLD PROFESSOR HIMSELF...AND

ADOLPHE MENJOU

IN

**"THAT'S RIGHT-
YOU'RE WRONG"**

WITH
**MAY ROBSON • LUCILLE BALL
DENNIS O'KEEFE • EDWARD EVERETT HORTON
ROSCOE KARNS • MORONI OLSEN**

AND

KAY KYSER'S BAND

FEATURING

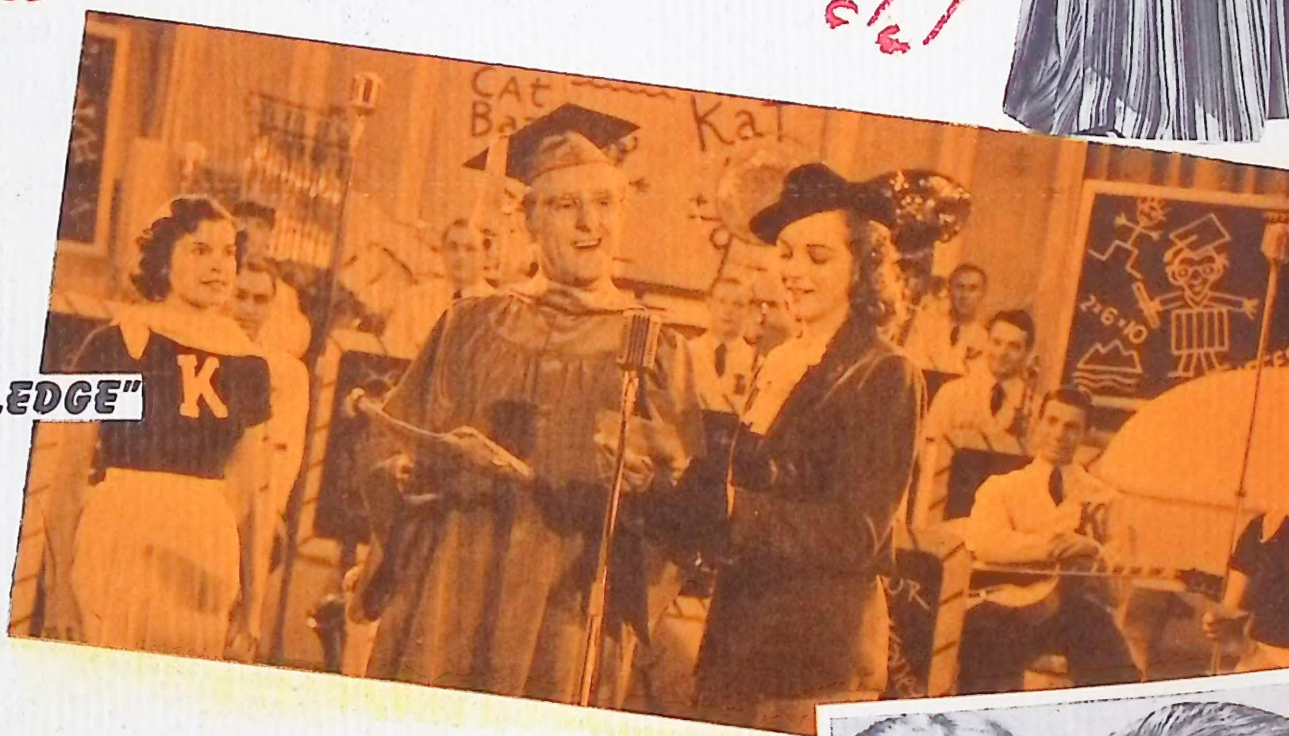
**GINNY SIMMS
HARRY BABBITT
SULLY MASON
ISH KABIBBLE**

AND

**"THE COLLEGE OF
MUSICAL KNOWLEDGE"**



PRODUCED AND
DIRECTED BY
**DAVID
BUTLER**
SCREEN PLAY BY



*Radio's hottest and screen's
best in the biggest two-for-
one show value that ever
packed your theatre to the
ropes on the street! A QUIZ-
BANG BOMBSHELL OF
RHYTHM, ROMANCE
AND ROARS!...WHEE!*



RAY PRESENTS



ALL around the Strand Theatre, which has "token nights" with prizes, there are window cards advertising the La Salle chinaware, giveaways with window cards illustrating the chinaware, some shop windows full of chinaware, a sample of that which is given away. The La Salle is just across the street from the Strand at the corner of Spadina and Dundas.

On Dundas St. I saw window cards close to the Strand Theatre advertising chinaware, "treasure o' gold" for the King's College at College and Manning. On College a few doors from the King's College I saw a window full of chinaware advertising the giveaway for the La Salle Theatre. The Pylon Theatre is right across the street from this chinaware display. It has the King's College with "treasure o' gold" on Wed., Thurs., Fri., Sat. nights and a midnight show at twenty cents for competition. Also, across the street there is a billboard for the College Playhouse, the latter which advertises two pictures with admission prices of fifteen and ten cents. The Pylon is playing two pictures and charging twenty-five cents admission with thirty cents for Sunday midnight shows and no giveaways.

The College Playhouse has as its competitor just a few doors removed from its own theatre, the Bellevue, no giveaways, and the Garden which features the giveaways strongly.

If you walk around, or drive around the city, you will see the shop windows full of chinaware, the displays with their giveaways right in the neighborhood of other theatres with giveaways of a similar kind, or not following a policy of giveaways.

WE all know that newspaper advertising is expensive and that the Independent exhibitors have been obliged to be conservative about the amount of space which they have utilized, but I have observed that giveaways are getting more money spent on their advertising than was ever given to the best picture most of the Independents played. Some of the space is as large in size as that used by houses known as first-runs.

The Allenby Theatre, Danforth-Greenwood, at Toronto, advertised that it turned away hundreds of patrons on the opening night of its dinnerware "giveaways". On Tues., Nov. 14th it had an advertisement three and one-half inches deep, newspaper column, in which two and one-quarter inches of that space announced the following, "Starting Tonight, To The Ladies, on small service charge, 'Her Majesty' Dinnerware. So great were the crowds for 'Her Majesty' Dinnerware hundreds were turned away. To accommodate everybody we are having 'Her Majesty' Special Matinee this Wed. at 2 P.M. and every Wed." This ends the chinaware display advertisement, following which the picture advertisements take up one inch of space and reads,

"On Our Screen, 'Dead End Girls' in 'Prison Without Bars' and Fay Bainter - Ida Lupino 'Lady And The Mob'".

In the press column advertising of Independent Theatres on Tues., Nov. 14th, the four top ads were Aster, silverware; Bloordale, 22-carat 'Her Majesty's' Dinnerware; Bonita, ovenware; Brock, dinnerware. The Circle Theatre advertised two pictures only, no giveaways. The next ad was Community dinnerware, Crescent, 'treasure o' gold'; Doric, dinnerware, followed by the Embassy advertising two pictures and no giveaways. The next ad down the column was the Crown "greatest gift offer of all time, 'treasure o' gold' 22K gold bordered dinnerware". Esquire two pictures no giveaways. Fox, dinnerware; Grant, no giveaways; Hudson, no giveaways; Kenwood, no giveaways; King, 'treasure o' gold'; Kum-C, no giveaways, followed by the Lansdowne Theatre in which there is advertised "Goodbye Mr. Chips" and "Ladies, there is only one 'treasure o' gold', get yours at the Lansdowne - Mon.-Tues.-Wed." This advertisement would lead one to believe that the Lansdowne is having competition in respect to 'treasure o' gold', the reason for the advertised statement that there is only one 'treasure o' gold', and to get it at the Lansdowne. In that same column of Independents I counted, excluding the word dinnerware and 'Her Majesty's', five other theatres which advertised 'treasure o' gold'.

WITH the Associated Theatres is the Allenby advertisement of which I have already told you. The Beverley which advertises 'Free 22-K Breath o' Spring Embossed Dinnerware, the Cameo, ovenware and dinnerware; Granada and Bayview, no giveaways; Radio City and Oxford, no giveaways; Capitol Entertainment, fourteen theatres no giveaways advertised Tues., Nov. 14th.

B. & F. Christie, with "Bachelor Mother" and "Saint In London", advertise "Treasure Lane Valuable Prizes". York, Bellevue, Scarborough, no giveaways. Apollo, Rogers Silverware; Academy, Rogers Silverware; Century, no giveaways; Prince of Wales, no giveaways; Carlton and Grover, no giveaways; Eastwood, Rogers Silverware; Parliament and Gerrard, no giveaways; LaPlaza, Rogers Silverware. Premier Theatres, New Toronto, Mount Dennis, Major St. Clair, Major Rogers, Royce, no giveaways.

On Wed., Nov. 15th, there was a solid page of Entertainment advertised in Toronto Daily Star and on this page I counted twenty-eight theatres advertising giveaways of various kinds; several of the theatres which did not advertise giveaways on Tuesday were in the giveaway classification on Wednesday. On Thursday, Nov. 9th, I counted no less than thirteen giveaways with Radio City big advertisement on Foto-Night with \$95.00 cash for somebody's photo, also \$75.00 cash at the Beverley for somebody's photo.

(Continued on Page 9)

**Grand National's "Exile Express" Held Over Pylon Theatre, Toronto
With RKO's "Saint In New York" On Double Bill**

FIRST OF A NEW SERIES BY THE FAMOUS RADIO

FROM AIRWAYS TO THE SCREEN COMES THE CHARACTER MILLIONS HAVE LEARNED
TO LOVE . . IN A DEEP-AS-YOUR-HEART DRAMA GAY WITH HUMOR, BRIG
WITH YOUNG ROMANCE, ALIVE WITH EXCITEMENT! AND THE TRADE PRESS SAY

"Swell human interest story launches new series and introduces brilliant child actress." —Film Daily

"Good family and nabe entertainment; radio following should help at the box-office." —The Exhibitor

"Substantial ether audience, consolidated over period of several years in the weekly half-hour programs over CBS, must be considered in evaluating the picture's and the series' draw . . . Should get off to good response." —Hollywood Variety

"Sure-fire Jean Hersholt here transfers to screen character of Dr. Christian, small-town medico, more profit than loss." —Motion Picture D

"The first of three scheduled productions is a profitable beginning." —Motion Picture He

"'Dr. Christian' series gets off to a flying start and bids fair to rank with the best as topflight audience attraction." —Box Of

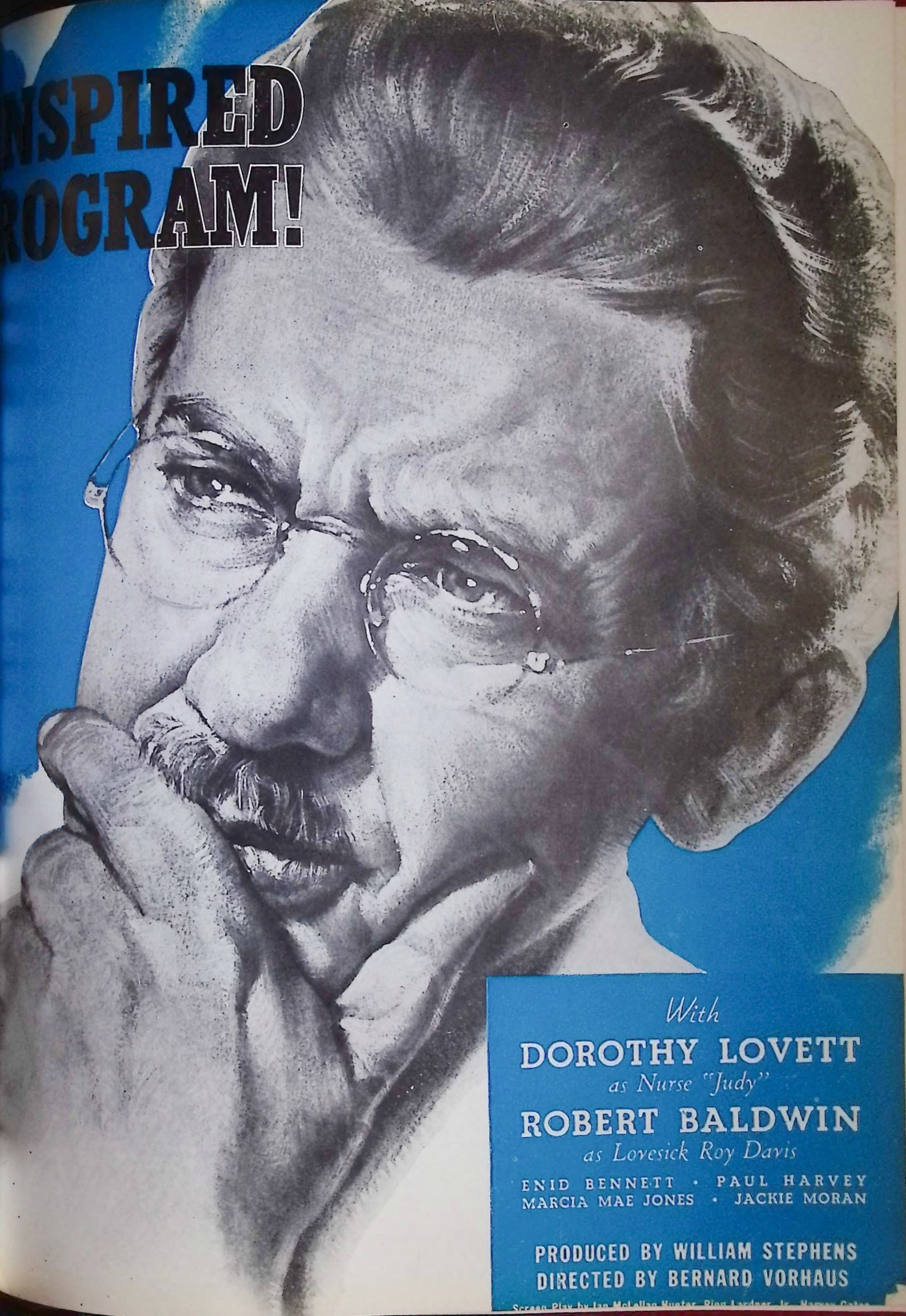
JEAN HERSHOLT

in
Meet

**DOCTOR
CHRISTIAN**

R K O
RADIO
PICTURES





**INSPIRED
PROGRAM!**

With
DOROTHY LOVETT
as Nurse "Judy"
ROBERT BALDWIN
as Lovesick Roy Davis

ENID BENNETT • PAUL HARVEY
MARCIA MAE JONES • JACKIE MORAN

PRODUCED BY WILLIAM STEPHENS
DIRECTED BY BERNARD VORHAUS

Screen Play by Ian McKellen Hunter, Ring Lardner, Jr., Maxey Gates

Goldwyn's "The Real Glory" Should Draw "Calling Philo Vance" Okay Program Fare

"THE REAL GLORY"

UNITED ARTISTS

SAMUEL GOLDWYN'S latest offering falls a little short of the "colossal" category, winding up as merely "terrific". Depending chiefly upon the draw of its star, Gary Cooper, and the additional drawing power of David Niven, Andrea Leeds and Reginald Owen, the picture should fare exceedingly well at the box-office, especially in Ontario, where due to the banning of "Beau Geste", Gary Cooper has been absent some time from the screen.

It's a gory tale, complete with fiendish tortures, head-chopping, a cholera epidemic, and some fierce hand-to-hand fighting with savage natives. Locale of the tale is the Philippines, in 1906, when the American army was being evacuated from the country, leaving the native constabulary in charge, and a handful of American officers to train them. Greatest fear of the Filipino was the savage Moro tribe, fierce warriors who raided the peaceful islands, killing the men and taking away the women and children. On the island of Mysang are stationed Col. Hatch (Roy Gordon), Capt. Manning (Russell Hicks), Capt. Hartley (Reginald Owen), Lieut. McCool (David Niven), Lieut. Larson (Broderick Crawford) and Lieut. Dr. Canavan (Gary Cooper), charged with training the native forces to defend themselves against the Moros. Alipang, chief of the Moros, plans to kill off all the American officers, then attack the garrison. He succeeds in slaughtering Col. Hatch and Capt. Manning, but Dr. Canavan foils the attempt on Capt. Hartley. Alipang then tries to lure the troops into the jungle, but the plan goes astray, and in a thrill-packed finale, the forces of Alipang are defeated by the Filipinos, although Lieuts. McCool and Larson are killed.

Gary Cooper as Lieut. Canavan, has almost a dual role, that of a soldier and a doctor. He handles the double chore with ease, and it is hard to tell where the soldier leaves off, and the doctor begins. He performs with the usual Cooper restraint throughout. David Niven and Brawford supply the slight comedy relief the picture contains, with David Niven's customary devil-may-care attitude showing up to good advantage. Of the others, Reginald Owen as Capt. Hartley, Vladimir Sokoloff as a treacherous Moro, Ruby Robles as a Philippine officer, and Tetsu Komai as Alipang are outstanding.

Henry Hathaway directed.

Running time—95 minutes.

"CALLING PHILO VANCE"

WARNER BROTHERS

THIS is strictly program fare, destined for the secondary spot on a double-bill. Screen credits list it as adapted from the late S. S. Van Dine's novel, "The Kennel Murder Case", but having read the book, I happen to know that the only resemblance between "The Kennel Murder Case" and "Calling Philo Vance", is that the principal characters retain the same names in the film, as in the book. In the picture, Warner's have made Philo Vance give up his role as private detective, and become a secret service agent, so fashionable at the picture lots these days. District Attorney Markham has also changed jobs, heading the secret service bureau. The faithful Sergeant Heath has departed from the cast, his place being taken by a federal agent, whose name has been changed, but whose manner closely resembles that of the more-famous Sergeant.

The story has to do with some big plans for a heavy bomber, which an American aeronautical engineer has been commissioned to design for the U.S., and forbidden to sell to any other power. Several foreign governments are anxious to get their hand on the plans of the plane, and it's Philo Vance's job to see that no other country gets those plans, and at the same time to get conclusive proof that the designer is trying to peddle them. Vance's efforts are complicated with the murder of the designer and his brother, and the disappearance of the plans. Plot is somewhat routine from then on, with Vance uncovering the guilty man with the aid of mirrors, magic and a subtle script.

James Stephenson is the latest to essay the role of modern fiction's most famous sleuth, the suave Mr. Philo Vance, he is very good. Henry O'Neill is quite adequate as District Attorney Markham, with Ed. Brophy providing a number of laughs as the federal agent. Only others of any importance are Ralph Forbes as an English secret service man, Margot Stevenson as the inventor's niece, and Edward Racquello as an Italian agent. There's a Japanese agent in there somewhere, too, a girl, but I can't recall her name.

Production is average, with direction and photography okay.

Running time—66 minutes.

SHORT SUBJECTS

"FRESH FISH"

WARNER BROTHERS

ONE of the best cartoons I have seen in quite some time. Purporting to be a travelogue of undersea life, it shows the wonders of the marine world, and such wonders you've never seen. The narration is clever, with the "fish" putting in the occasional word for themselves. Siamese-twin fishes constantly interrupt, asking where they can find Mr. Ripley.

A lot of laughs, and worth extra billing. Beautiful color.

Running time—8 minutes.

"SCREEN SNAPSHOTS No. 2"

COLUMBIA

A REEL devoted almost exclusively to those various animal players that appear in motion pictures, stealing scene after scene away from the human star. Subject discloses the paces these animal stars must go through before the first "take" is "taken". A slight sprinkling of well-known stars drift on and off the set.

Running time—10 minutes.

"SADDLE HORSES"

VITAPHONE

A COLOR PARADE showing three different American breeds of horses in action. First the mustang, the original American horse, then the Western stock horse, and finally the Eastern saddle horse. The narrator points out the different features that characterize each breed, while the camera shows the various gaits the horses employ. Interesting subject for horse-lovers.

Running time—9 minutes.

**SAVE 20% OR MORE
OF YOUR MONEY**

ON THE BEST IN
SOUND PROJECTORS AND
COMPLETE THEATRE SUPPLIES
SPECIALISTS FOR 25 YEARS
ASK THE MAN
WHO KNOWS US

DOMINION THEATRE EQUIPMENT CO
347 DAVIE ST. VANCOUVER B.C.

GET OUR PRICES ON NEW SOUND
SCREENS! COST SO LITTLE TO IMPROVE
YOUR PROJECTION, THAT YOU WILL BE
AMAZED! NEW SUPER GARDINER
PROJECTORS WITH BARREL REAR SHUTTERS,
ALL PARTS HARDENED AND GROUND, ASSURES
PEERLESS PROJECTION. STANDARD
FOR SIMPLEX-MOTIO TYPE SOUND
HEADS. AS LOW AS \$9.00 WEEKLY.

City Council Endorses Union Protest Resolution

SUBSTANTIAL ADMISSION INCREASE; TRADE OPTIMISTIC

Kelowna, B.C. — City Council here, unanimously endorsed a resolution submitted by the projectionists of the Empress Theatre, of protest against the Provincial Government's intended order-in-council which would cut down the number of projectionists required by law in theatres which do not work their projectionists on a forty-hour per week basis.

Alderman Pettigrew, who is also chief of the fire brigade, said, "The government change doesn't meet my ideas on the situation. To base the number of projectionists necessary on a forty-hour basis doesn't seem feasible. The matter of seating would be a better basis."

Unemployment Stressed

The resolution as submitted by the projectionists, states that only fifteen theatres in British Columbia would operate with two projectionists if the new order-in-council became effective, thus throwing 118 men, who had devoted a life-time of training to their work, out of employment. The projectionists letter pointed out that the theatres were prosperous and shouldn't be allowed to decrease labor costs at the present time. Another point was the fire hazard, the projectionists claiming that two men were needed because of that risk.

The City Council adopted the resolution submitted and the council will also point out that the basis for any change should be on the seating capacity rather than on the length of hours of employment.

\$50,000 EMPRESS PROGRAM

North Battleford, Sask. — With the installation of improved "lamp boxes", the Empress Theatre has completed its \$50,000 improvement program. Last year the interior was renovated and made sound-proof, new carpets were laid and indirect lighting installed.

LIEUTENANT-GOVERNOR FETES RAYMOND MASSEY

Toronto, Ont. — Invitations have been issued by Lieutenant-Governor Albert C. Matthews and Mrs. Matthews, for a reception in the Lieutenant-Governor's suite at the Parliament Buildings here, in honour of Raymond Massey, following the opening of "Abraham Lincoln" on November 27, at the Royal Alexander Theatre.

PLAYHOUSE OPENS

Winnipeg, Man. — The Playhouse Theatre opens this Saturday with a program of vaudeville and pictures, under the management of Messrs. M. and J. Freed, who have been running the Elm Theatre in Elmwood, a suburb of Winnipeg.

Policy will be to book, through a Chicago agency, leading acts. Music will be supplied by an orchestra. The owners are Independents.

\$1,400 STOLEN

Toronto, Ont.—Detectives in North Toronto are investigating the theft of \$1,400 from the safe at the Eglinton Theatre, finest of the Famous Players Corporation neighbourhood houses here. Receipts for Friday and Saturday may have made up the amount, Saturday, Nov. 11th, being a bank holiday, the "haul" was a particularly good one.

NEW BOOKING AGENCY

Regina, Sask. — I. H. Allen, manager of Grand National Films, Winnipeg, was a business visitor at the Rex Theatre recently.

RAY PRESENTS

(Continued from Page 5)

THERE is certainly an admission of defeat in the giveaway. The causes are many. Exhibitors do secure business with giveaways, but what happens on the nights the exhibitors play percentage pictures? Do the distributors permit exhibitors to deduct the cost of the giveaway from the gross receipts; and if this is so is this not obviously unfair to the theatres which pay the same picture with no giveaway; and at a higher percentage rating than the giveaway house?

If the cost of the giveaway is not deducted from the receipts, and the percentages the same, how can the exhibitor afford to pay for giveaways out of what he has left?

When every theatre introduces giveaways, with all the theatres in the same zone in competition with each other, not on pictures but giveaways, the price of the giveaway must go up. Perhaps we will yet live to see the night when exhibitors will be working for the producers of

Shooting The Stars

Vivien Leigh will star in "Waterloo Bridge", a play by Robert Sherwood, to be produced by Metro-Goldwyn-Mayer. Miss Leigh played the part of the famous Scarlett O'Hara in "Gone With The Wind" and has been borrowed from Selznick International by M-G-M to star in "Waterloo Bridge" . . . Darryl F. Zanuck has retitled "European Plan", which stars Vera Zorina, new title is "I Was An Adventuress" . . . Josephine Hutchinson has been signed by Edward Small to a feature roll in "My Son, My Son!", the film based on the best-seller of the same title, which went before the camera this week . . . "Four Wives", Warner Bros. sequel to last year's "Four Daughters", will be released December 23rd. The same cast, Priscilla, Rosemary and Lola Lane, and Gale Page play the title roles . . . "His Girl Friday", the Howard Hawks Columbia Pictures production, which features Cary Grant, Rosalind Russell and Ralph Bellamy, has added Regis Toomey, Gene Lackhart and Harry C. Bradley to its cast . . . Walter Wanger has changed the title of his film "Send Another Coffin" to "Ladies Know Too Much" . . . Ballet dancing comes into the films again with the production of "Florian" by Metro-Goldwyn-Mayer under the direction of Winfield Sheehan. Irina Baronova, acclaimed the world's most beautiful premiere danseuse, who has been with the Russian Ballet for the past six years as principal dancer, will be starred in this film, a story of a glamorous ballerina who charms an Austrian Archduke . . . 20th Century-Fox has assigned Linda Darnell to star in "Twinkle, Twinkle Little Star" . . . Columbia has added Edith Fellows and Eric Blore to the cast of "Music In My Heart", which stars Tony Martin . . . 20th Century-Fox has purchased Zane Grey's "Western Union" . . . Sol Lesser has engaged William Wyler to direct "Our Town". Mr. Wyler is now directing "The Westerner" for Samuel Goldwyn . . . "We Shall Meet Again", Merle Oberon starring vehicle, goes before the camera at Warner Bros. Studio . . . Astrid Allwyn has been signed by Columbia for the feminine lead in "Double In Diamonds", with Warren William in the male lead . . . Nancy Kelly has been assigned to the star part in "Public Deb No. 1" at 20th Century-Fox Studio. Sidney Lanfield will direct, and Gene Markey will act as associate producer.

chinaware, ovenware, silverware instead of producer-distributors. We have been talking a great deal about Trade practices as practised by producer-distributors. Watch the result of the giveaway. There will be unfair trade practices which will teach producer-distributors some tricks of the trade that even they have not guessed.



Winnipeg Show Business Reported Better This Fall

URGE SEATING CAPACITY AS BASIS OF CHANGE

Winnipeg, Man. — With thousands of men training in the Canadian Army in Winnipeg, theatres report that business is the best in many years this autumn. Many hundreds of these recruits are from the country districts and are therefore eager to attend theatres in their spare time, not having had the opportunity when they were at home.

Henry Morton, prominent Western Canadian independent theatre owner, has opened his Beacon Theatre on Main Street, Sunday afternoons, and admission is free for all those in uniform.

Admissions Increase

This is the fifth consecutive autumn that Winnipeg attendance and admissions show an increase over the previous year, and every year new theatres have been erected in Winnipeg and many thousands of dollars spent on additions and modernization of existing theatres. Neighbourhood houses have been in the forefront in the new theatre list and independents in most cases are the owners. The newest downtown theatre is the Bon-Accord on Main Street at Logan Ave. **\$1,800,000 Intake**

In the official figures of the Dominion Bureau of Statistics, the total receipts for Canadian theatres was \$33,635.52 in 1938, an increase of 3.5 percent over the previous year's receipts. Winnipeg and district's 45 theatres took in \$1,800,000 in admissions. The Province of Manitoba's per capita expenditure at moving picture theatres was \$3.25 in 1938, as compared with \$3.07 in the previous year.

Independents Strong

Film Exchanges in Winnipeg are reported as giving a broader and more sympathetic treatment to independents, looking keenly after their bread and butter, seeing the strength of the independent movement in Winnipeg and their financial security and standing.

RAY LEWIS SPEAKER VETERANS' ARMISTICE DAY

Toronto, Ont. — Mrs. Joshua Smith (Ray Lewis) was guest speaker at the Annual Armistice Dinner of the Silverthorn Legion, Post No. 57. The press quoted Mrs. Smith as saying "100 Per Cent Peace is the object of our War".

Among the other speakers were Hon. Earl Lawson, M.P., and Mr. Leopold Macauley, M.P.P., who proposed toasts to The Empire and The Legion.

REMODEL ENTWISTLE HOUSE

Edmonton, Alta. — Alex Entwistle, head of the Entwistle Theatre Circuit, announced the \$35,000 renovation job on the Empress Theatre, to be completed by Christmas. Work will start Dec. 2 and the theatre will be closed. Placing of new steel beams in some parts of the building has been underway for two months.

DIRECTOR ENLISTS

Winnipeg, Man. — John Farrow, Australian director and film writer, was in Winnipeg, where branch headquarters of the Navy has received his application to join the force. He was accompanied by film actress Maureen O'Sullivan, Mrs. John Farrow in private life.

HOST LETHBRIDGE GARRISON

Lethbridge, Alta. — All members of the Lethbridge garrison were guests at the Capitol Theatre during the run of "Four Feathers".

Trans-Canada Showings

TORONTO

IMPERIAL

"On Your Toes" (Warner Bros.), with Zorina, also "Espionage Agent" (Warner Bros.), with Joe McCrea.

LOEW'S

"The Real Glory" (United Artists), with Gary Cooper and Andrea Leeds, also "Elondie Takes A Vacation".

PYLON

"Exile Express" (Grand National), with Anna Sten and Allan Marshall, also "The Saint In New York" (RKO Radio), with Louis Hayward.

SHEA'S

"\$1,000 a Touchdown" (Paramount), with Joe E. Brown and Martha Raye. On the stage: Beverly Roberts and Roy Atwell.

UPTOWN

"Mr. Smith Goes To Washington" (Columbia), with James Stewart and Jean Arthur.

MONTREAL

CAPITOL

2nd week. "Babes In Arms" (Metro-Goldwyn-Mayer), with Judy Garland and Mickey Rooney.

LOEW'S

"Mr. Smith Goes To Washington" (Columbia), with Jean Arthur and James Stewart.

ORPHEUM

3rd week. "The Real Glory" (Goldwyn-U.A.), with Gary Cooper, David Niven and Andrea Leeds.

PALACE

"Disputed Passage" (Paramount), with Dorothy Lamour and Akim Tamiroff.

PRINCESS

"On Your Toes" (Warner Bros.), with Vera Zorina and Eddie Albert, also "Pride of the Blue Grass" (Warner Bros.).

SAINT JOHN

CAPITOL

"Babes In Arms" (Metro-Goldwyn-Mayer), with Mickey Rooney and Judy Garland.

MAYFAIR

"Beau Geste" (Paramount), with Gary Cooper, Ray Milland and Robert Preston.

STRAND

"U-Boat 29" (Columbia), with Conrad Veidt and Valerie Hobson.

WINNIPEG

CAPITOL

"Babes In Arms" (Metro-Goldwyn-Mayer), with Mickey Rooney and Judy Garland.

GARRICK

2nd week. "Mr. Smith Goes To Washington" (Columbia), with James Stewart and Jean Arthur.

METROPOLITAN

"Disputed Passage" (Paramount), with Dorothy Lamour and Akim Tamiroff, also "\$1,000 A Touchdown" (Paramount), with E. Brown and Martha Raye.

CALGARY

CAPITOL

"Nurse Edith Cavell" (RKO Radio Pictures), with Anna Neagle, Edna May Oliver and George Sanders.

PALACE

"The Angels Wash Their Faces" (Warner Bros.), with Ann Sheridan and The 'Dead End' Kids.

STRAND

"Andy Hardy Gets Spring Fever" (Metro-Goldwyn-Mayer), with Mickey Rooney, Lewis Stone, Cecilia Parker and Fay Holden.

VANCOUVER

CAPITOL

"Nurse Edith Cavell" (RKO Radio Pictures), with Anna Neagle.

DOMINION

"The Star Maker" (Paramount), with Bing Crosby.

ORPHEUM

"Thunder Afloat" (Metro-Goldwyn-Mayer), with Wallace Beery, Chester Morris and Virginia Grey, also "Fast and Furious" (Metro-Goldwyn-Mayer), with Ann Sothorn and Franchot Tone.

PLAZA

"The Man In The Iron Mask" (United Artists), with Louis Hayward and Joan Bennett.

STRAND

"The Flying Deuces" (RKO Radio), with Laurel and Hardy, also "They All Come Out" (Metro-Goldwyn-Mayer), with Rita Johnson and Tom Neal.

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